

**THE PROFILE OF TRAVELERS IN MINNESOTA**  
**FALL SEASON**  
(2005/2007)

Prepared for:

**Explore Minnesota Tourism State**  
of Minnesota



UNIVERSITY OF MINNESOTA



and

**Minnesota Arrowhead Association**  
**Minnesota Heartland Tourism Association**  
**Southern Minnesota Tourism Association**  
**Metro Tourism Committee**

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## TABLE OF CONTENTS

|                                   |           |
|-----------------------------------|-----------|
| <b>1.0 INTRODUCTION.....</b>      | <b>1</b>  |
| <b>2.0 DETAILED FINDINGS.....</b> | <b>3</b>  |
| <b>3.0 METHODOLOGY.....</b>       | <b>16</b> |

### APPENDIX

- A. TABLES OF STATISTICAL DIFFERENCES**
- B. TABLES OF FALL 2007 RESULTS**
- C. MINNESOTA’S TOURISM REGIONS**
- D. COUNTIES WITHIN MINNESOTA’S TOURISM REGIONS**
- E. QUESTIONNAIRE**

## 1.0 INTRODUCTION

The purpose of this report is to summarize the key findings from the Minnesota Traveler Profile Study and the data collection process employed. The traveler profile is part of a 12-month economic impact and traveler profile research study for the State of Minnesota. The twelve month period is from June 2007 through May 2008. The research approach is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently. A similar 12-month study was conducted for the same period in 2005-2006.

For the Traveler Profile Study in 2007, onsite intercept interviews are conducted among travelers in Minnesota. To qualify for the study, respondents cannot reside in the immediate area and have to be either spending at least one night in the area or, if a day visitor, have to have traveled at least 50 miles from home. Over the course of the year-long study, the data is collected seasonally according to the following interviewing schedule:

| Season | Interviewing Period  |
|--------|----------------------|
| Summer | June – August        |
| Fall   | September – November |
| Winter | December– March      |
| Spring | April – May          |

This report provides results from interviews of travelers throughout the state during the *fall* season – September, October and November. Interview responses from the 2007 fall season have been combined with interview responses from the 2005 fall season for presentation and analysis in this report. The combined data yield results that are more reliable and representative than the results for either of the two interview periods alone – the effect of roughly doubling the sample size and including traveler interviews at a broader selection of traveler interview sites.

This document is the second of three seasonal reports that will be incorporated into an annual traveler profile report following the spring season of 2008. At the end of the study, Davidson-Peterson Associates will provide detailed state and regional combined traveler profile information for 2005 and 2007, balanced by both region and season. Additionally, the Traveler Profile Study results for 2007-08 will be used in conjunction with other survey data to estimate the seasonal and regional economic impact of Minnesota traveler expenditures at the state, regional and county level for the 12-month study period.

The detailed findings for the fall season 2005/2007 in total and by region are presented in the following section. Wherever differences among regional results are discussed in the findings, the differences are significant at the 95% confidence level. Refer to Appendix A for an explanation of significant differences and tables that show all significant differences among study results. Refer to Appendix B for tables summarizing results from the fall 2007 study only.

## 2.0 DETAILED FINDINGS

This section details the findings concerning the profile of fall seasonal Minnesota travelers overall and by each of the four geographic regions: Metro, Northcentral/West, Southern, and Northeast using combined 2005/2007 study data.

### 2.1 DEMOGRAPHIC AND SOCIOECONOMIC PROFILE

Typically, fall seasonal travelers in Minnesota were middle-aged, reasonably affluent, and white. The vast majority lived in the United States and half were Minnesota residents.

- The average age of adult travelers was 45.0 years. Travelers in the Northcentral/West region were younger (41.6 years) than those in other regions.
- The estimated median household income was \$56,700. Median incomes were lowest among the Northcentral/West region travelers (\$39,400).
- Nine travelers in ten identified themselves as white (90%).
- The vast majority lived in the United States (96%) and half were residents of Minnesota (48%). Beyond Minnesota, the leading states of residence were North Dakota (13%), Wisconsin (7%), Iowa (3%), Illinois (3%), and South Dakota (2%). Some 2% of travelers were Canadian.

The Northeast had the largest proportion of travelers from within Minnesota (69%) and the Northcentral/West region had the smallest (26%). The Southern region received more than half of their travelers from in-state (57%), whereas the Metro region received less than half (40%).

Fully half of Northcentral/West region travelers were from North Dakota (53%) compared with 1% each in the other regions.

Among Metro region travelers, the most frequently mentioned home state after Minnesota was Wisconsin (11%). Iowa provided 3% of Metro's travelers while Illinois and South Dakota each provided 2%.

The Southern region received 10% of their fall travelers from Wisconsin, 6% each from Iowa and Illinois, and 3% from South Dakota.

Only Wisconsin stands out in the Northeast with 5% of visitation and another 3% from Iowa.

**Table 2.1:  
Demographic and Socioeconomic Profile**

|                                  | State Total                    | Region          |                                   |                 |                  |
|----------------------------------|--------------------------------|-----------------|-----------------------------------|-----------------|------------------|
|                                  | Fall<br>2005/2007<br>Base: 845 | Metro<br>215    | North-<br>central/<br>West<br>201 | Southern<br>234 | Northeast<br>195 |
| <b>Age:</b>                      |                                |                 |                                   |                 |                  |
| 18 to 24                         | 11%                            | 9%              | 14%                               | 12%             | 10%              |
| 25 to 29                         | 9                              | 8               | 11                                | 9               | 9                |
| 30 to 39                         | 16                             | 13              | 19                                | 14              | 17               |
| 40 to 49                         | 22                             | 20              | 24                                | 23              | 21               |
| 50 to 59                         | 21                             | 24              | 24                                | 18              | 19               |
| 60 to 64                         | 8                              | 7               | 2                                 | 12              | 10               |
| 65 and older                     | 10                             | 16              | 4                                 | 10              | 10               |
| No Answer                        | 2                              | 2               | 1                                 | 1               | 4                |
| <b>Average Age</b>               | <b>45.0 years</b>              | <b>47.6</b>     | <b>41.6</b>                       | <b>45.3</b>     | <b>45.3</b>      |
| <b>Income:</b>                   |                                |                 |                                   |                 |                  |
| Less than \$25,000               | 14%                            | 10%             | 27%                               | 8%              | 11%              |
| \$25,000 to \$34,999             | 11                             | 6               | 18                                | 9               | 10               |
| \$35,000 to \$49,999             | 14                             | 15              | 15                                | 15              | 10               |
| \$50,000 to \$74,999             | 21                             | 23              | 26                                | 16              | 19               |
| \$75,000 to \$99,999             | 13                             | 12              | 7                                 | 20              | 11               |
| \$100,000 to \$124,999           | 8                              | 8               | 3                                 | 9               | 11               |
| \$125,000 to \$149,999           | 3                              | 3               | 1                                 | 3               | 4                |
| \$150,000 or more                | 5                              | 7               | 1                                 | 4               | 7                |
| No Answer                        | 12                             | 14              | *                                 | 15              | 18               |
| <b>Estimated Median Income</b>   | <b>\$56,700</b>                | <b>\$62,500</b> | <b>\$39,400</b>                   | <b>\$65,800</b> | <b>\$63,500</b>  |
| <b>Gender:</b>                   |                                |                 |                                   |                 |                  |
| Male                             | 46%                            | 49%             | 49%                               | 38%             | 49%              |
| Female                           | 50                             | 47              | 49                                | 57              | 45               |
| No Answer                        | 4                              | 3               | 2                                 | 5               | 6                |
| <b>Racial/Ethnic Background:</b> |                                |                 |                                   |                 |                  |
| American Indian                  | 2%                             | 1%              | 3%                                | 1%              | 2%               |
| Asian                            | 1                              | 2               | *                                 | 1               | 1                |
| Black                            | 4                              | 4               | 7                                 | 2               | 2                |
| Hispanic                         | 2                              | 2               | 3                                 | 2               | 2                |
| White                            | 90                             | 90              | 83                                | 93              | 92               |
| Other                            | 1                              | *               | 1                                 | *               | 1                |
| No Answer                        | 2                              | 2               | 2                                 | 2               | 2                |

\*Less than 0.5%

**Table 2.1 (con't):  
Demographic and Socioeconomic Profile**

|                     | State Total                    | Region       |                                   |                 |                  |
|---------------------|--------------------------------|--------------|-----------------------------------|-----------------|------------------|
|                     | Fall<br>2005/2007<br>Base: 845 | Metro<br>215 | North-<br>central/<br>West<br>201 | Southern<br>234 | Northeast<br>195 |
| <b>Residence:</b>   |                                |              |                                   |                 |                  |
| United States       | 96%                            | 96%          | 98%                               | 99%             | 92%              |
| Minnesota           | 48                             | 40           | 26                                | 57              | 69               |
| North Dakota        | 13                             | 1            | 53                                | 1               | 1                |
| Wisconsin           | 7                              | 11           | *                                 | 10              | 5                |
| Iowa                | 3                              | 3            | 1                                 | 6               | 3                |
| Illinois            | 3                              | 2            | 3                                 | 6               | *                |
| South Dakota        | 2                              | 2            | 1                                 | 3               | *                |
| Other state         | 13                             | 27           | 7                                 | 9               | 9                |
| State not specified | 7                              | 9            | 6                                 | 8               | 6                |
| Canada              | 2                              | 2            | *                                 | *               | 8                |
| Another Country     | *                              | 1            | *                                 | *               | *                |
| No Answer           | 1                              | 1            | 1                                 | *               | *                |

\*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.



## 2.2 TRAVEL PARTY AND TRIP PROFILE

Most fall seasonal travelers in Minnesota were taking a vacation or short pleasure trip, traveling in parties of two to three people, and staying a total of three nights on average. Over three quarters of the travel parties had no children younger than 18 in them and most were repeat travelers having taken at least one pleasure trip to Minnesota in the last five years. Finally, two travelers in three stayed in paid accommodations and the most frequently mentioned activities were dining out, visiting people or places, participating in active recreation, and shopping.

### TRAVEL PARTY

- Three travelers in five were on a vacation or short pleasure trip (60%), while 24% were traveling for personal reasons (e.g., a wedding, funeral, or medical).

Travelers in the Northcentral/West and Northeast regions were more likely to have been on a vacation or short pleasure trip (75% and 69%). Travelers in the Metro and Southern regions were more likely to attend a convention or conference (14% and 12%) than were travelers in the northern regions (2-3%).

- The average party size was 2.6 people. Northcentral/West region travelers were more likely to have larger travel parties (2.8) than were travelers in the other regions (2.6 each).
- The average number of nights travel parties intended to stay in the area was 3.0 nights. Travelers in the Metro and Northcentral/West regions intended to stay longer (3.4 and 3.1) than did those in the other regions.
- About one fifth of Minnesota travelers had children younger than 18 in their travel party (21%). Travelers in the Northcentral/West region were more likely to have children in their travel party (30%) than were travelers in the other regions.

- Nine travelers in ten had taken a pleasure trip in Minnesota during the last five years (90%). The estimated median number of trips to Minnesota in the last five years was 5.9. Although the likelihood of having taken at least one Minnesota trip was higher in the Northcentral/West region (98%) than in other regions, the estimated median number of trips was lower (4.8) than those in the Northeast (7.1) and Southern (6.6) regions.

## TRIP PROFILE

- The majority of travelers stayed in paid accommodations (65%), primarily at hotels or motels (57%), with fewer staying at resorts (3%), in RVs at a campground (1%), or tents at a campground (1%).

Travelers in the Metro region were less likely to stay in paid accommodations (59%) than those in the Northeast region (70%). Roughly the same proportion of travelers in each region chose a hotel/motel/historic inn for their paid lodging accommodation (56-59%). However, travelers in the Northeast were more likely to stay at resorts (9%) than travelers in other regions. Conversely, a lower proportion of travelers in the Northeast reported staying in unpaid accommodations, specifically at the home of family or friends (11%).

- One Minnesota traveler in seven was on a day trip (14%). Travelers in the Metro region were more likely to have been on a day trip (21%) than those in the Northcentral/West (8%) or Southern (11%) regions.
- Travelers mentioned numerous activities that they participated in during their visit: dining out (68%), shopping in at least one of five categories (58%), participating in one or more outdoor activities among the 13 listed (48%), attending at least one of seven

categories of events (44%), visiting friends or relatives (42%), and sightseeing or driving for pleasure (24%).

### **GENERAL ACTIVITIES**

Travelers in the Northeast (76%), Northcentral/West (69%), and Southern (68%) regions more frequently mentioned dining out as an activity than did travelers in the Metro region (60%). Sightseeing/driving for pleasure was a more popular activity among travelers in the Northeast (35%) and Northcentral/West (32%) regions than in the Metro (13%) and Southern (16%) regions. Northeast travelers were more likely to participate in driving on designated scenic byways (29%) than were travelers in other regions. The prevalence of casino gaming (43%) and participating in nightlife or evening entertainment (34%) was higher among travelers in the Northcentral/West than those in other areas, however, Northcentral/West travelers were least likely to take in city sites on their trip (9%). A lower proportion of travelers in the Metro region participated in viewing fall colors (12%) than did travelers in other regions (20-29%).

### **VISITING PEOPLE OR PLACES**

Northcentral/West travelers were more likely to visit friends and relatives (59%) than were travelers in other areas. Visiting state or national parks were more popular activities among travelers in the Northcentral/West (26%) and Northeast (23%). Travelers in the Northeast were less likely to go to amusement parks or carnivals (6%), art museums (8%), indoor water parks (4%), outdoor water parks (4%), and Indian areas (5%) while on their trip as compared to travelers in other regions.

### **SHOPPING**

Travelers in the Northcentral/West region were more likely to have selected any type of shopping as an activity engaged in during their trip (75%) as compared with travelers in other regions (56% Metro, 52% Northeast, and 51% Southern). Specifically, Northcentral/West travelers reported a higher incidence of shopping for gifts and souvenirs (44%), general/mall shopping (37%), and outlet shopping (27%). Of the four

regions, Metro travelers were most likely to have shopped at the Mall of America (32%), although 20% of Northcentral/West travelers and 12% of Southern travelers mentioned Mall of America shopping as well while only 4% reported the same in the Northeast region.

#### **ACTIVE RECREATION**

Participation in active recreation was more likely among Northcentral/West and Northeast travelers (64% and 61%) and less likely among Metro region travelers (23%). Northcentral/West travelers cited pool swimming (29%), fishing (17%), and golfing (12%) as the active recreation they participated in most frequently while on their trip. Top active recreation pursuits among Northeast travelers included hiking (29%), pool swimming (15%), and fishing (10%). Southern region travelers were more likely to mention biking (12%) than travelers in other areas of the state.

#### **ATTENDING EVENTS**

Metro region travelers were more likely to have attended events (58%) than were travelers in other regions. Fairs/festivals were attended more often in the Metro region (26%) than the Northeast (13%), and Northcentral/West (9%) regions. One traveler in five mentioned attending fairs/festivals as a trip activity in the Southern region as well (19%). Northeast region travelers reported attending amateur sporting events (19%) at a higher frequency than those in other regions (3-8%).

**Table 2.2:**  
**Travel Party and Trip Profile**

| State Total                                   |                   | Region     |                            |            |            |
|---|-------------------|------------|----------------------------|------------|------------|
|   | Fall<br>2005/2007 | Metro      | North-<br>central/<br>West | Southern   | Northeast  |
| <b>Base:</b>                                  | <b>845</b>        | <b>215</b> | <b>201</b>                 | <b>234</b> | <b>195</b> |
| <b>Trip Purpose (multi-response):</b>         |                   |            |                            |            |            |
| Vacation or short pleasure trip               | 60%               | 52%        | 75%                        | 46%        | 69%        |
| Personal (i.e. wedding, funeral, medical)     | 24                | 26         | 22                         | 28         | 18         |
| Business or work                              | 13                | 14         | 5                          | 18         | 13         |
| Convention or conference                      | 8                 | 14         | 3                          | 12         | 2          |
| <b>Travel Party Size:</b>                     |                   |            |                            |            |            |
| 1 person                                      | 15%               | 22%        | 10%                        | 16%        | 8%         |
| 2 people                                      | 45                | 35         | 40                         | 47         | 57         |
| 3 to 4 people                                 | 29                | 32         | 37                         | 23         | 23         |
| 5 or more people                              | 12                | 11         | 12                         | 14         | 12         |
| <b>Average Travel Party Size</b>              | <b>2.6</b>        | <b>2.6</b> | <b>2.8</b>                 | <b>2.6</b> | <b>2.6</b> |
| <b>Total Trip Length of Stay:</b>             |                   |            |                            |            |            |
| Daytripper                                    | 14%               | 21%        | 8%                         | 11%        | 16%        |
| 1 night                                       | 18                | 18         | 9                          | 26         | 16         |
| 2 nights                                      | 31                | 22         | 31                         | 35         | 33         |
| 3 to 6 nights                                 | 32                | 31         | 46                         | 22         | 29         |
| 7 or more nights                              | 6                 | 8          | 5                          | 5          | 6          |
| <b>Average Nights (Excluding Daytrippers)</b> | <b>3.0</b>        | <b>3.4</b> | <b>3.1</b>                 | <b>2.6</b> | <b>2.9</b> |
| <b>Children in Travel Party</b>               |                   |            |                            |            |            |
| One or more children under 18 years old       | 21%               | 22%        | 30%                        | 17%        | 16%        |
| No children                                   | 79                | 78         | 70                         | 83         | 84         |
| <b>Ages of Children in Travel Party</b>       |                   |            |                            |            |            |
| <i>Younger than 6 years old</i>               |                   |            |                            |            |            |
| None  | 92%               | 92%        | 88%                        | 92%        | 96%        |
| One or more                                   | 8                 | 8          | 12                         | 8          | 4          |
| <i>6 to 11 years old</i>                      |                   |            |                            |            |            |
| None  | 90                | 91         | 89                         | 91         | 91         |
| One or more                                   | 10                | 9          | 11                         | 9          | 9          |
| <i>12 to 17 years old</i>                     |                   |            |                            |            |            |
| None  | 89                | 87         | 84                         | 94         | 93         |
| One or more                                   | 11                | 13         | 16                         | 6          | 7          |

**Table 2.2 (con't):  
Travel Party and Trip Profile**

|   | State Total              | Region     |                        |            |            |
|---|--------------------------|------------|------------------------|------------|------------|
|   |                          | Metro      | North-central/<br>West | Southern   | Northeast  |
| Base:   | Fall<br>2005/2007<br>845 | 215        | 201                    | 234        | 195        |
| <b>Minnesota Pleasure Trips in Last 5 Years</b>         |                          |            |                        |            |            |
| None  | 9%                       | 17%        | 2%                     | 11%        | 8%         |
| <u>1 or more trips</u>                                  | <u>90</u>                | <u>82</u>  | <u>98</u>              | <u>88</u>  | <u>91</u>  |
| 1 trip  | 6                        | 9          | 8                      | 5          | 2          |
| 2 to 4 trips  | 29                       | 23         | 43                     | 24         | 26         |
| 5 to 10 trips   | 27                       | 20         | 25                     | 31         | 31         |
| More than 10 trips                                      | 28                       | 30         | 21                     | 28         | 31         |
| No Answer   | 1                        | 1          | *                      | 1          | 3          |
| <b>Estimated Median Trips</b>                           | <b>5.9</b>               | <b>5.1</b> | <b>4.8</b>             | <b>6.6</b> | <b>7.1</b> |
| <b>Lodging:</b>   |                          |            |                        |            |            |
| <u>Paid Accommodations</u>                              | <u>65%</u>               | <u>59%</u> | <u>64%</u>             | <u>66%</u> | <u>70%</u> |
| Hotel/Motel/Historic Inn                                | 57                       | 56         | 57                     | 59         | 57         |
| Resort  | 3                        | *          | 1                      | 3          | 9          |
| In an RV at a campground                                | 1                        | *          | *                      | 2          | 3          |
| In a tent at a campground                               | 1                        | *          | 3                      | *          | 1          |
| Vacation home/condo/cabin/houseboat you rented          | 1                        | 1          | 1                      | *          | 1          |
| Bed & Breakfast   | 1                        | 1          | 1                      | 2          | *          |
| <u>Unpaid Accommodations</u>                            | <u>21%</u>               | <u>20%</u> | <u>27%</u>             | <u>23%</u> | <u>13%</u> |
| Home of family or friends                               | 19                       | 20         | 24                     | 21         | 11         |
| Vacation home/condo/cabin/houseboat of family or friend | 1                        | *          | 3                      | 1          | 1          |
| At your vacation home/condo/cabin/ houseboat            | *                        | *          | *                      | *          | 2          |
| At a campground with no fee                             | *                        | *          | *                      | *          | *          |
| <u>Day tripper</u>                                      | <u>14%</u>               | <u>21%</u> | <u>8%</u>              | <u>11%</u> | <u>16%</u> |

\*Less than 0.5%

**Table 2.2 (con't):  
Travel Party and Trip Profile**

|   | State Total              | Region  |            |            |            |
|---|--------------------------|---|------------|------------|------------|
|   |                          | North-central/<br>Metro West Southern Northeast |            |            |            |
| Base:   | Fall<br>2005/2007<br>845 | 215   | 201        | 234        | 195        |
| <b>Activities:</b>                                    |                          |   |            |            |            |
| <u>General (checked one or more of the following)</u> | <u>85%</u>               | <u>76%</u>                                      | <u>94%</u> | <u>82%</u> | <u>88%</u> |
| Dining out  | 68                       | 60  | 69         | 68         | 76         |
| Sightseeing or driving for pleasure                   | 24                       | 13  | 32         | 16         | 35         |
| Nightlife or evening entertainment                    | 23                       | 20  | 34         | 21         | 18         |
| Viewing fall colors                                   | 20                       | 12  | 21         | 20         | 29         |
| Casino gaming   | 16                       | 9   | 43         | 3          | 13         |
| Taking in city sites                                  | 15                       | 16  | 9          | 17         | 16         |
| Driving on designated scenic byways                   | 15                       | 8   | 11         | 14         | 29         |
| <u>Visiting (checked one or more below)</u>           | <u>61%</u>               | <u>56%</u>                                      | <u>76%</u> | <u>55%</u> | <u>59%</u> |
| Friends or relatives                                  | 42                       | 36  | 59         | 39         | 35         |
| State or national parks                               | 18                       | 13  | 26         | 13         | 23         |
| Historic sites  | 16                       | 15  | 16         | 16         | 18         |
| Amusement parks or carnivals                          | 15                       | 19  | 22         | 13         | 6          |
| Other museums   | 15                       | 20  | 14         | 14         | 12         |
| Art museums   | 14                       | 16  | 17         | 15         | 8          |
| Indoor water parks                                    | 10                       | 11  | 15         | 9          | 4          |
| Outdoor water parks                                   | 10                       | 9   | 16         | 9          | 4          |
| Indian areas  | 10                       | 10  | 12         | 11         | 5          |
| Other attraction                                      | 13                       | 13  | 11         | 16         | 10         |
| <u>Shopping (checked one or more below)</u>           | <u>58%</u>               | <u>56%</u>                                      | <u>75%</u> | <u>51%</u> | <u>52%</u> |
| For gifts or souvenirs                                | 31                       | 26  | 44         | 26         | 30         |
| General or mall shopping                              | 29                       | 26  | 37         | 27         | 25         |
| Arts, crafts, or antiques                             | 20                       | 12  | 20         | 25         | 22         |
| At the Mall of America                                | 17                       | 32  | 20         | 12         | 4          |
| Outlet shopping                                       | 17                       | 18  | 27         | 13         | 9          |

\* Less than 0.5%

**Table 2.2 (con't):  
Travel Party and Trip Profile**

|   | State Total |                          | Region       |                                   |                 |                  |
|---|-------------|--------------------------|--------------|-----------------------------------|-----------------|------------------|
|   | Base:       | Fall<br>2005/2007<br>845 | Metro<br>215 | North-<br>central/<br>West<br>201 | Southern<br>234 | Northeast<br>195 |
| <u>Participating In (checked one or more below)</u> |             | <u>48%</u>               | <u>23%</u>   | <u>64%</u>                        | <u>46%</u>      | <u>61%</u>       |
| Pool swimming                                       |             | 15                       | 6            | 29                                | 9               | 15               |
| Hiking  |             | 13                       | 7            | 9                                 | 8               | 29               |
| Fishing   |             | 8                        | 3            | 17                                | 4               | 10               |
| Biking  |             | 7                        | 2            | 6                                 | 12              | 6                |
| Wildlife viewing or bird watching                   |             | 6                        | 1            | 9                                 | 6               | 9                |
| Golfing   |             | 5                        | 1            | 12                                | 5               | 3                |
| Hunting   |             | 4                        | 1            | 4                                 | 4               | 7                |
| Lake or river swimming                              |             | 3                        | 2            | 8                                 | 2               | 3                |
| Motor boating/water skiing                          |             | 2                        | 1            | 5                                 | *               | 3                |
| Canoeing  |             | 2                        | 1            | 4                                 | 2               | 3                |
| Jet skiing  |             | 2                        | *            | 6                                 | *               | 1                |
| Off-road ATV driving                                |             | 2                        | *            | 4                                 | 2               | 3                |
| Snowmobiling  |             | 2                        | *            | *                                 | *               | 7                |
| Cross-country skiing                                |             | 1                        | *            | *                                 | *               | 2                |
| Downhill skiing / snowboarding                      |             | 1                        | *            | *                                 | *               | 4                |
| Other activity                                      |             | 10                       | 10           | 4                                 | 12              | 14               |
| <u>Attending (checked one or more below)</u>        |             | <u>44%</u>               | <u>58%</u>   | <u>33%</u>                        | <u>45%</u>      | <u>38%</u>       |
| Fairs or festivals                                  |             | 17                       | 26           | 9                                 | 19              | 13               |
| Amateur sporting events                             |             | 9                        | 3            | 5                                 | 8               | 19               |
| Popular music concerts or shows                     |             | 6                        | 12           | 8                                 | 3               | 2                |
| Professional sporting events                        |             | 4                        | 5            | 2                                 | 2               | 7                |
| Theater performances                                |             | 4                        | 6            | 1                                 | 6               | 4                |
| Classical music concerts                            |             | 1                        | 3            | 1                                 | *               | 1                |
| Other events  |             | 12                       | 14           | 12                                | 18              | 1                |

\* Less than 0.5%



## 2.3 TRAVEL PLANNING SOURCES

Among fall 2007 Minnesota travelers, the most frequently cited information sources used in trip planning were friends/relatives/co-workers and the Internet (55% and 41% respectively). Few travelers said they used each of the other sources of trip planning information (9% or fewer).

Travelers in the Metro region were significantly more likely to use the Internet for travel planning than travelers in other regions (66% Metro vs. 20-45% other regions) and less likely to use friends/relatives/co-workers (39%). In contrast, travelers in the Northcentral/West region were more likely to use brochures/travel guides than travelers in the other regions.

**Table 2.3:**  
**Travel Planning Sources**

|                              | State Total |           | Region |                        |          |           |
|------------------------------|-------------|-----------|--------|------------------------|----------|-----------|
|                              | Base:       | Fall 2007 | Metro  | North-central/<br>West | Southern | Northeast |
|                              |             | 396       | 102    | 99                     | 113      | 82        |
| Friends/relatives/co-workers |             | 55%       | 39%    | 77%                    | 53%      | 51%       |
| Internet                     |             | 41        | 66     | 20                     | 34       | 45        |
| Brochure/travel guide        |             | 9         | 5      | 16                     | 6        | 9         |
| Newspaper/magazine           |             | 4         | 5      | 1                      | 6        | 2         |
| TV/radio                     |             | 3         | 4      | 6                      | 3        | *         |
| Local tourism bureau         |             | 2         | *      | 1                      | 4        | 1         |
| Visitor/welcome center       |             | 2         | *      | 5                      | 2        | *         |
| Airline/travel agency        |             | 1         | 1      | 1                      | *        | 2         |
| State Travel Office          |             | 1         | 1      | 1                      | 1        | 1         |
| Other                        |             | 16        | 16     | 5                      | 19       | 26        |

\*Less than 0.5%

**Note:** This question not included in the 2005-06 study.

### 3.0 METHODOLOGY

For the purposes of this study, travelers were intercepted at likely tourist sites throughout the state (accommodations, attractions, events, etc.) from June through August and asked to complete a self-administered questionnaire. To qualify for the study, travelers could not be a year-round, seasonal, or short-term/weekend residents of either the town or city or the immediate surrounding area. In addition, respondents had to be either spending at least one night in the area or be day travelers who had traveled at least 50 miles from their primary residence. Interviews were conducted on both weekends and weekdays as well as throughout the day and early evening. Davidson-Peterson Associates employed the services of independent data collection agencies to conduct the on-site interviewing in Minnesota.

Davidson-Peterson Associates used a stratified cluster sampling technique in an effort to represent all types of travelers across the four Minnesota regions. The technique allowed us to select systematically the geographic locations (i.e., zip codes) within each region that would form the sampling frame. Minimum quotas were established in total and by region to ensure that an adequate number of interviews were completed for the season.

In total, 845 usable questionnaires were collected from Minnesota travelers and returned to Davidson-Peterson Associates. Some 396 were conducted in 2007 and 449 in 2005. Roughly equal proportions of interviews were completed in each of the four (4) Explore Minnesota Tourism regions.

**Sample Size by Region**

| Region            | Total      | 2007       | 2005       |
|-------------------|------------|------------|------------|
| Twin Cities Metro | 215        | 102        | 113        |
| Northcentral/West | 201        | 99         | 102        |
| Southern          | 234        | 113        | 121        |
| Northeast         | 195        | 82         | 113        |
| <b>Total</b>      | <b>845</b> | <b>396</b> | <b>449</b> |

For a list of the Minnesota counties in each region as well as a regional map, refer to the Appendix

All returned questionnaires were checked for completeness and accuracy; then data entered; and data tabulations produced.

Sample balancing is done at the end of each year-long study so that the traveler data more accurately reflects annual and regional visitation patterns.

Davidson-Peterson Associates, an independent marketing research company located in Kennebunk, ME, managed the fieldwork, conducted the data tabulation, and prepared this report. All procedures were conducted in accordance with accepted research standards as expressed by CASRO (Council of American Survey Research Organizations).

## APPENDIX

## APPENDIX A:

### TABLES OF STATISTICAL DIFFERENCES

When appropriate, significant differences at the 95% confidence level are noted in the findings. Tests of significance are statistical methods for measuring the likelihood that observed relationships in a sample are the result of real differences between the groups and not sampling error. Thus, when we state that two numbers are statistically different at the 95% confidence level, we are saying that if we were to sample the universe 100 times, at least 95 times out of 100 the samples observed would be different. In contrast, fewer than five times out of 100 there would not be any difference between the observed numbers.

The following is an example of how these tables can be interpreted and used. The incidence of Minnesota residents traveling in the Southern region (57%) was significantly higher than those traveling in the Metro (40%) and Northcentral/West (26%) regions but significantly lower than those traveling in the Northeast (69%). (See the first row of figures under the Residence break in Table A.1 on the following page.)

Note: Only those rows where there are significant differences in the results among one or more of the regions are included in the tables on the following pages.

**Table A.1:**  
**Demographic and Socioeconomic Profile – Fall 2005/2007**  
**Statistical Differences among Regional Results**

|                                  | State Total              | Region            |                        |                   |                   |
|----------------------------------|--------------------------|-------------------|------------------------|-------------------|-------------------|
|                                  |                          | Metro             | North-central/<br>West | Southern          | Northeast         |
| Base:                            | Fall<br>2005/2007<br>845 | 215               | 201                    | 234               | 195               |
| <b>Average Age</b>               | <b>45.0 years</b>        | <b>47.6 b</b>     | <b>41.6</b>            | <b>45.3 b</b>     | <b>45.3 b</b>     |
| <b>Estimated Median Income:</b>  | <b>\$56,700</b>          | <b>\$62,500 b</b> | <b>\$39,400</b>        | <b>\$65,800 b</b> | <b>\$63,500 b</b> |
| <b>Gender:</b>                   |                          |                   |                        |                   |                   |
| Male                             | 46%                      | 49% c             | 49% c                  | 38%               | 49% c             |
| Female                           | 50                       | 47                | 49                     | 57 ad             | 45                |
| No answer                        | 4                        | 3                 | 2                      | 5                 | 6 b               |
| <b>Racial/Ethnic Background:</b> |                          |                   |                        |                   |                   |
| Black                            | 4%                       | 4%                | 7% cd                  | 2%                | 2%                |
| White                            | 90                       | 90 b              | 83                     | 93 b              | 92 b              |
| <b>Residence:</b>                |                          |                   |                        |                   |                   |
| <u>United States</u>             | <u>96%</u>               | <u>96%</u>        | <u>98% d</u>           | <u>99% d</u>      | <u>92%</u>        |
| Minnesota                        | 48                       | 40 b              | 26                     | 57 ab             | 69 abc            |
| North Dakota                     | 13                       | 1                 | 53 acd                 | 1                 | 1                 |
| Wisconsin                        | 7                        | 11 bd             | *                      | 10 bd             | 5 b               |
| Iowa                             | 3                        | 3                 | 1                      | 6 b               | 3                 |
| Other state                      | 13                       | 27 bcd            | 7                      | 9                 | 9                 |
| Canada                           | 2                        | 2                 | *                      | *                 | 8 abc             |

\*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2:**  
**Travel Party and Trip Profile – Fall 2005/2007**  
**Statistical Differences among Regional Results**

|   | State Total       | Region         |        |          |           |
|---|-------------------|----------------|--------|----------|-----------|
|   |                   | North-central/ |        |          |           |
|   |                   | Metro          | West   | Southern | Northeast |
|   | Fall<br>2005/2007 | 215            | 201    | 234      | 195       |
| Base:   | 845               | a              | b      | c        | d         |
| <b>Trip Purpose (multi-response):</b>                           |                   |                |        |          |           |
| Vacation or short pleasure trip                                 | 60%               | 52%            | 75% ac | 46%      | 69% ac    |
| Personal (i.e. wedding, funeral, medical)                       | 24                | 26             | 22     | 28 d     | 18        |
| Business or work  | 13                | 14 b           | 5      | 18 b     | 13        |
| Convention or conference  | 8                 | 14 bd          | 3      | 12 bd    | 2         |
| <b>Average Travel Party Size</b>                                |                   |                |        |          |           |
|   | 2.6               | 2.6            | 2.8 a  | 2.6      | 2.6       |
| <b>Average Nights in Length of Stay (Excluding Daytrippers)</b> |                   |                |        |          |           |
|   | 3.0               | 3.4 c          | 3.1 c  | 2.6      | 2.9       |
| <b>Children in Travel Party</b>                                 |                   |                |        |          |           |
| One or more children under 18 years old                         | 21%               | 22%            | 30%cd  | 17%      | 16%       |
| No children   | 79                | 78             | 70     | 83 b     | 84 b      |
| <b>Ages of Children in Travel Party</b>                         |                   |                |        |          |           |
| <i>Younger than 6 years old</i>                                 |                   |                |        |          |           |
| None  | 92%               | 92%            | 88%    | 92%      | 96% b     |
| One or more   | 8                 | 8              | 12 d   | 8        | 4         |
| <i>12 to 17 years old</i>                                       |                   |                |        |          |           |
| None  | 89                | 87             | 84     | 94 ab    | 93 b      |
| One or more   | 11                | 13 c           | 16 cd  | 6        | 7         |

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (con't):**  
**Travel Party and Trip Profile – Fall 2005/2007**  
**Statistical Differences among Regional Results**

|   |            | Region         |              |              |              |
|---|------------|----------------|--------------|--------------|--------------|
|   |            | North-central/ |              |              |              |
| State Total   |            | Metro          | West         | Southern     | Northeast    |
| Fall 2005/2007  |            | 215            | 201          | 234          | 195          |
| Base:   |            | 845            |              |              |              |
|   |            | a              | b            | c            | d            |
| <b>Minnesota Pleasure Trips in Last 5 Years</b>         |            |                |              |              |              |
| None  | 9%         | 17%<br>bd      | 2%           | 11% b        | 8% b         |
| 1 or more trips   | 90         | 82             | 98 acd       | 88           | 91 a         |
| 1 trip  | 6          | 9 d            | 8 d          | 5            | 2            |
| 2 to 4 trips  | 29         | 23             | 43 acd       | 24           | 26           |
| 5 to 10 trips   | 27         | 20             | 25           | 31 a         | 31 a         |
| More than 10 trips                                      | 28         | 30 b           | 21           | 28           | 31 b         |
| <b>Estimated Median Trips</b>                           | <b>5.9</b> | <b>5.1</b>     | <b>4.8</b>   | <b>6.6 b</b> | <b>7.1 b</b> |
| <b>Lodging:</b>   |            |                |              |              |              |
| <u>Paid Accommodations</u>                              | <u>65%</u> | <u>59%</u>     | <u>64%</u>   | <u>66%</u>   | <u>70% a</u> |
| Resort  | 3          | *              | 1            | 3            | 9 abc        |
| In a tent at a campground                               | 1          | *              | 3 c          | *            | 1            |
| <u>Unpaid Accommodations</u>                            | <u>21%</u> | <u>20%</u>     | <u>27% d</u> | <u>23% d</u> | <u>13%</u>   |
| Home of family or friends                               | 19         | 20 d           | 24 d         | 21 d         | 11           |
| Vacation home/condo/cabin/houseboat of family or friend | 1          | *              | 3 ad         | 1            | 1            |
| <u>Day tripper</u>                                      | <u>14%</u> | <u>21% bc</u>  | <u>8%</u>    | <u>11%</u>   | <u>16% b</u> |

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.



**Table A.2 (con't):**  
**Travel Party and Trip Profile – Fall 2005/2007**  
**Statistical Differences among Regional Results**

|   |     | Region |                        |          |           |
|---|-----|--------|------------------------|----------|-----------|
|   |     | Metro  | North-central/<br>West | Southern | Northeast |
| State Total                                 |     | 215    | 201                    | 234      | 195       |
| Fall 2005/2007                              |     |        |                        |          |           |
| Base: 845                                   |     | a      | b                      | c        | d         |
| <b>Activities:</b>                          |     |        |                        |          |           |
| <u>General (checked one or more below)</u>  | 85% | 76%    | 94% acd                | 82%      | 88% a     |
| Dining out                                  | 68  | 60     | 69 a                   | 68       | 76 a      |
| Sightseeing or driving for pleasure         | 24  | 13     | 32 ac                  | 16       | 35 ac     |
| Nightlife or evening entertainment          | 23  | 20     | 34 acd                 | 21       | 18        |
| Viewing fall colors                         | 20  | 12     | 21 a                   | 20 a     | 29 ac     |
| Casino gaming                               | 16  | 9 c    | 43 acd                 | 3        | 13 c      |
| Taking in city sites                        | 15  | 16 b   | 9                      | 17 b     | 16 b      |
| Driving on designated scenic byways         | 15  | 8      | 11                     | 14 a     | 29 abc    |
| <u>Visiting (checked one or more below)</u> | 61% | 56%    | 76% acd                | 55%      | 59%       |
| Friends or relatives                        | 42  | 36     | 59 acd                 | 39       | 35        |
| State or national parks                     | 18  | 13     | 26 ac                  | 13       | 23 ac     |
| Amusement parks or carnivals                | 15  | 19 d   | 22 cd                  | 13 d     | 6         |
| Other museums                               | 15  | 20 d   | 14                     | 14       | 12        |
| Art museums                                 | 14  | 16 d   | 17 d                   | 15 d     | 8         |
| Indoor water parks                          | 10  | 11 d   | 15 d                   | 9 d      | 4         |
| Outdoor water parks                         | 10  | 9 d    | 16 acd                 | 9 d      | 4         |
| Indian areas                                | 10  | 10 d   | 12 d                   | 11 d     | 5         |
| <u>Shopping (checked one or more below)</u> | 58% | 56%    | 75% acd                | 51%      | 52%       |
| For gifts or souvenirs                      | 31  | 26     | 44 acd                 | 26       | 30        |
| General or mall shopping                    | 29  | 26     | 37 acd                 | 27       | 25        |
| Arts, crafts, or antiques                   | 20  | 12     | 20 a                   | 25 a     | 22 a      |
| At the Mall of America                      | 17  | 32 bcd | 20 cd                  | 12 d     | 4         |
| Outlet shopping                             | 17  | 18 d   | 27 acd                 | 13       | 9         |

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (con't):**  
**Travel Party and Trip Profile – Fall 2005/2007**  
**Statistical Differences among Regional Results**

|   | State Total |                          | Region            |                  |                      |                       |
|---|-------------|--------------------------|-------------------|------------------|----------------------|-----------------------|
|   | Base:       | Fall<br>2005/2007<br>845 | North-central/    |                  |                      |                       |
|   |             |                          | Metro<br>215<br>a | West<br>201<br>b | Southern<br>234<br>c | Northeast<br>195<br>d |
| <u>Participating In (checked one or more below)</u> |             | <u>48%</u>               | <u>23%</u>        | <u>64% ac</u>    | <u>46% a</u>         | <u>61% ac</u>         |
| Pool swimming                                       |             | 15                       | 6                 | 29 acd           | 9                    | 15 a                  |
| Hiking  |             | 13                       | 7                 | 9                | 8                    | 29 abc                |
| Fishing   |             | 8                        | 3                 | 17 ac            | 4                    | 10 ac                 |
| Biking  |             | 7                        | 2                 | 6 a              | 12 abd               | 6 a                   |
| Wildlife viewing or bird watching                   |             | 6                        | 1                 | 9 a              | 6 a                  | 9 a                   |
| Golfing   |             | 5                        | 1                 | 12 acd           | 5 a                  | 3                     |
| Hunting   |             | 4                        | 1                 | 4 a              | 4 a                  | 7 a                   |
| Lake or river swimming                              |             | 3                        | 2                 | 8 acd            | 2                    | 3                     |
| Motor boating/water skiing                          |             | 2                        | 1                 | 5 ac             | *                    | 3                     |
| Canoeing  |             | 2                        | 1                 | 4 a              | 2                    | 3                     |
| Jet skiing  |             | 2                        | *                 | 6 cd             | *                    | 1                     |
| Snowmobiling  |             | 2                        | *                 | *                | *                    | 7 abc                 |
| Downhill skiing / snowboarding                      |             | 1                        | *                 | *                | *                    | 4 abc                 |
| Other activity                                      |             | 10                       | 10 b              | 4                | 12 b                 | 14 b                  |
| <u>Attending (checked one or more below)</u>        |             | <u>44%</u>               | <u>58% bcd</u>    | <u>33%</u>       | <u>45% b</u>         | <u>38%</u>            |
| Fairs or festivals                                  |             | 17                       | 26 bd             | 9                | 19 b                 | 13                    |
| Amateur sporting events                             |             | 9                        | 3                 | 5                | 8 a                  | 19 abc                |
| Popular music concerts or shows                     |             | 6                        | 12 cd             | 8 cd             | 3                    | 2                     |
| Professional sporting events                        |             | 4                        | 5                 | 2                | 2                    | 7 bc                  |
| Theater performances                                |             | 4                        | 6 b               | 1                | 6 b                  | 4                     |
| Classical music concerts                            |             | 1                        | 3 c               | 1                | *                    | 1                     |
| Other events  |             | 12                       | 14 d              | 12 d             | 18 d                 | 1                     |

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.3:**  
**Travel Planning Sources – Fall 2007 Only**  
**Statistical Differences among Regional Results**

| State Total                  |           | Region                 |            |                 |                 |
|------------------------------|-----------|------------------------|------------|-----------------|-----------------|
|                              | Fall 2007 | North-central/<br>West |            |                 |                 |
| Base:                        | 396       | Metro<br>102           | West<br>99 | Southern<br>113 | Northeast<br>82 |
| Friends/relatives/co-workers | 55%       | 39%                    | 77% acd    | 53%a            | 51%             |
| Internet                     | 41        | 66 bcd                 | 20         | 34 b            | 45 b            |
| Brochure/travel guide        | 9         | 5                      | 16 ac      | 6               | 9               |
| Newspaper/magazine           | 4         | 5                      | 1          | 6 b             | 2               |
| Other                        | 16        | 16 b                   | 5          | 19 b            | 26 b            |

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Note:** This question was not included in the 2005-06 study.

**APPENDIX B:**  
**TABLES OF FALL 2007 RESULTS**

The following section includes the Traveler Profile Study results from the data collected during September, October, and November of 2007.

**Table B.1:  
Demographic and Socioeconomic Profile – Fall 2007**

|                                  | State Total            | Region  |                 |                 |                 |
|----------------------------------|------------------------|---|-----------------|-----------------|-----------------|
|                                  |                        | North-central/<br>Metro West Southern Northeast |                 |                 |                 |
|                                  | Fall 2007<br>Base: 396 | 102   | 99              | 113             | 82              |
| <b>Age:</b>                      |                        |   |                 |                 |                 |
| 18 to 24                         | 12%                    | 8%  | 17%             | 13%             | 7%              |
| 25 to 29                         | 9                      | 5   | 10              | 11              | 12              |
| 30 to 39                         | 16                     | 11  | 20              | 15              | 17              |
| 40 to 49                         | 18                     | 17  | 23              | 19              | 12              |
| 50 to 59                         | 23                     | 30  | 22              | 17              | 22              |
| 60 to 64                         | 9                      | 10  | *               | 12              | 15              |
| 65 and older                     | 13                     | 19  | 5               | 13              | 13              |
| No Answer                        | 1                      | 1   | 2               | *               | 1               |
| <b>Average Age</b>               | <b>46.0 years</b>      | <b>50.8</b>                                     | <b>40.6</b>     | <b>45.6</b>     | <b>47.2</b>     |
| <b>Income:</b>                   |                        |   |                 |                 |                 |
| Less than \$25,000               | 16%                    | 10%   | 33%             | 10%             | 11%             |
| \$25,000 to \$34,999             | 10                     | 6   | 17              | 7               | 12              |
| \$35,000 to \$49,999             | 14                     | 13  | 19              | 14              | 9               |
| \$50,000 to \$74,999             | 23                     | 29  | 23              | 20              | 21              |
| \$75,000 to \$99,999             | 10                     | 10  | 4               | 17              | 7               |
| \$100,000 to \$124,999           | 8                      | 12  | 2               | 7               | 13              |
| \$125,000 to \$149,999           | 4                      | 5   | *               | 6               | 2               |
| \$150,000 or more                | 5                      | 8   | 1               | 4               | 5               |
| No Answer                        | 10                     | 8   | *               | 14              | 20              |
| <b>Estimated Median Income</b>   | <b>\$55,100</b>        | <b>\$65,000</b>                                 | <b>\$34,700</b> | <b>\$64,700</b> | <b>\$60,300</b> |
| <b>Gender:</b>                   |                        |   |                 |                 |                 |
| Male                             | 44%                    | 52%   | 44%             | 41%             | 40%             |
| Female                           | 49                     | 44  | 52              | 53              | 49              |
| No Answer                        | 6                      | 4   | 4               | 6               | 11              |
| <b>Racial/Ethnic Background:</b> |                        |   |                 |                 |                 |
| American Indian                  | 2%                     | *   | 4%              | 2%              | 1%              |
| Asian                            | 1                      | 2   | *               | 2               | 1               |
| Black                            | 4                      | 3   | 11              | 1               | 1               |
| Hispanic                         | 2                      | 1   | 3               | 2               | 1               |
| White                            | 90                     | 95  | 78              | 93              | 94              |
| Other                            | 2                      | 1   | 3               | 1               | 2               |
| No Answer                        | 2                      | 1   | 1               | 3               | 1               |

\*Less than 0.5%

**Table B.1 (con't):  
Demographic and Socioeconomic Profile – Fall 2007**

| State Total          |            | Region                 |             |                 |                 |
|----------------------|------------|------------------------|-------------|-----------------|-----------------|
|                      | Fall 2007  | North-central/<br>West |             |                 |                 |
| Base:                | 396        | Metro<br>102           | West<br>99  | Southern<br>113 | Northeast<br>82 |
| <b>Residence:</b>    |            |                        |             |                 |                 |
| <u>United States</u> | <u>96%</u> | <u>98%</u>             | <u>100%</u> | <u>99%</u>      | <u>83%</u>      |
| Minnesota            | 44         | 35                     | 24          | 62              | 56              |
| North Dakota         | 17         | 1                      | 65          | 2               | 1               |
| Wisconsin            | 8          | 13                     | 1           | 11              | 5               |
| Illinois             | 4          | 4                      | 4           | 7               | *               |
| Iowa                 | 2          | 1                      | 1           | 3               | 4               |
| California           | 2          | 4                      | 1           | *               | 1               |
| Ohio                 | 2          | 1                      | *           | *               | 6               |
| South Dakota         | 2          | 2                      | 1           | 3               | *               |
| New York             | 2          | 3                      | 1           | 2               | *               |
| Other state          | 11         | 25                     | 1           | 6               | 10              |
| State not specified  | 4          | 9                      | 1           | 4               | 0               |
| Canada               | 4          | 2                      | *           | 1               | 17              |
| Another Country      | *          | *                      | *           | *               | *               |

\*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

**Table B.2:**  
**Travel Party and Trip Profile – Fall 2007**

| State Total                                   |            | Region     |                        |            |            |
|---|------------|------------|------------------------|------------|------------|
|   | Fall 2007  | Metro      | North-central/<br>West | Southern   | Northeast  |
| Base:   | 396        | 102        | 99                     | 113        | 82         |
| <b>Trip Purpose (multi-response):</b>         |            |            |                        |            |            |
| Vacation or short pleasure trip               | 61%        | 51%        | 70%                    | 44%        | 87%        |
| Personal (i.e. wedding, funeral, medical)     | 27         | 35         | 29                     | 27         | 12         |
| Business or work                              | 9          | 9          | 5                      | 16         | 4          |
| Convention or conference                      | 9          | 10         | 2                      | 19         | 1          |
| <b>Travel Party Size:</b>                     |            |            |                        |            |            |
| 1 person                                      | 15%        | 21%        | 13%                    | 17%        | 7%         |
| 2 people                                      | 49         | 38         | 34                     | 56         | 71         |
| 3 to 4 people                                 | 25         | 35         | 34                     | 16         | 12         |
| 5 or more people                              | 11         | 6          | 18                     | 12         | 10         |
| <b>Average Travel Party Size</b>              | <b>2.6</b> | <b>2.5</b> | <b>2.9</b>             | <b>2.4</b> | <b>2.4</b> |
| <b>Total Trip Length of Stay:</b>             |            |            |                        |            |            |
| Daytripper                                    | 8%         | 18%        | 2%                     | 4%         | 7%         |
| 1 night                                       | 18         | 25         | 8                      | 22         | 16         |
| 2 nights                                      | 39         | 27         | 35                     | 50         | 40         |
| 3 to 6 nights                                 | 29         | 23         | 45                     | 20         | 27         |
| 7 or more nights                              | 7          | 8          | 9                      | 3          | 10         |
| <b>Average Nights (Excluding Daytrippers)</b> | <b>3.0</b> | <b>3.1</b> | <b>3.4</b>             | <b>2.3</b> | <b>3.2</b> |
| <b>Children in Travel Party</b>               |            |            |                        |            |            |
| One or more children under 18 years old       | 17%        | 16%        | 36%                    | 10%        | 7%         |
| No children                                   | 83         | 84         | 64                     | 90         | 93         |
| <b>Ages of Children in Travel Party</b>       |            |            |                        |            |            |
| <i>Younger than 6 years old</i>               |            |            |                        |            |            |
| None  | 92%        | 95%        | 83%                    | 95%        | 96%        |
| One or more                                   | 8          | 5          | 17                     | 5          | 4          |
| <i>6 to 11 years old</i>                      |            |            |                        |            |            |
| None  | 92         | 96         | 85                     | 94         | 95         |
| One or more                                   | 8          | 4          | 15                     | 6          | 5          |
| <i>12 to 17 years old</i>                     |            |            |                        |            |            |
| None  | 91         | 91         | 80                     | 97         | 98         |
| One or more                                   | 9          | 9          | 20                     | 3          | 2          |

**Table B.2 (con't):  
Travel Party and Trip Profile – Fall 2007**

|   |                  | Region  |            |            |            |
|---|------------------|---|------------|------------|------------|
|   |                  | North-central/<br>Metro West Southern Northeast |            |            |            |
| Base:   | Fall 2007<br>396 | 102   | 99         | 113        | 82         |
| <b>Minnesota Pleasure Trips in Last 5 Years</b>         |                  |   |            |            |            |
| None  | 11%              | 21%   | 3%         | 12%        | 10%        |
| 1 trip  | 7                | 9   | 10         | 5          | 5          |
| 2 to 4 trips  | 27               | 20  | 40         | 19         | 30         |
| 5 to 10 trips   | 27               | 18  | 23         | 35         | 32         |
| More than 10 trips                                      | 26               | 33  | 22         | 27         | 21         |
| No Answer   | 1                | *   | 1          | 2          | 2          |
| <b>Estimated Median Trips</b>                           | <b>5.7</b>       | <b>5.3</b>                                      | <b>4.7</b> | <b>6.9</b> | <b>5.6</b> |
| <b>Lodging:</b>   |                  |   |            |            |            |
| <u>Paid Accommodations</u>                              | <u>72%</u>       | <u>66%</u>                                      | <u>71%</u> | <u>78%</u> | <u>74%</u> |
| Hotel/Motel/Historic Inn                                | 65               | 64  | 66         | 74         | 55         |
| In an RV at a campground                                | 1                | *   | 1          | 2          | *          |
| Resort  | 4                | *   | *          | 2          | 18         |
| In a tent at a campground                               | *                | *   | *          | *          | *          |
| Vacation home/condo/cabin/houseboat you rented          | 1                | 1   | 3          | *          | 1          |
| Bed & Breakfast   | 1                | 1   | 1          | *          | *          |
| <u>Unpaid Accommodations</u>                            | <u>20%</u>       | <u>17%</u>                                      | <u>27%</u> | <u>18%</u> | <u>18%</u> |
| Home of family or friends                               | 19               | 17  | 26         | 17         | 17         |
| Vacation home/condo/cabin/houseboat of family or friend | 1                | *   | 1          | 1          | *          |
| At your vacation home/condo/cabin/ houseboat            | *                | *   | *          | *          | 1          |
| At a campground with no fee                             | *                | *   | *          | *          | *          |
| <u>Day tripper</u>                                      | <u>8%</u>        | <u>18%</u>                                      | <u>2%</u>  | <u>4%</u>  | <u>7%</u>  |

\*Less than 0.5%



**Table B.2 (con't):  
Travel Party and Trip Profile – Fall 2007**

| State Total   |            | Region         |            |                 |                 |
|---|------------|----------------|------------|-----------------|-----------------|
|   | Fall 2007  | North-central/ |            |                 |                 |
| Base:   | 396        | Metro<br>102   | West<br>99 | Southern<br>113 | Northeast<br>82 |
| <b>Activities:</b>                                  |            |                |            |                 |                 |
| <u>General (checked one or more below)</u>          | <u>88%</u> | <u>83%</u>     | <u>93%</u> | <u>82%</u>      | <u>95%</u>      |
| Dining out  | 75         | 70             | 77         | 71              | 85              |
| Sightseeing or driving for pleasure                 | 29         | 17             | 30         | 19              | 54              |
| Nightlife or evening entertainment                  | 26         | 26             | 38         | 24              | 12              |
| Viewing fall colors                                 | 26         | 14             | 22         | 22              | 49              |
| Driving on designated scenic byways                 | 18         | 11             | 9          | 15              | 44              |
| Casino gaming                                       | 15         | 8              | 41         | 2               | 12              |
| Taking in city sites                                | 14         | 18             | 10         | 12              | 17              |
| <u>Visiting (checked one or more below)</u>         | <u>71%</u> | <u>68%</u>     | <u>82%</u> | <u>63%</u>      | <u>73%</u>      |
| Friends or relatives                                | 49         | 44             | 68         | 44              | 40              |
| State or national parks                             | 28         | 22             | 30         | 23              | 38              |
| Historic sites                                      | 26         | 29             | 22         | 24              | 27              |
| Other museums                                       | 26         | 40             | 21         | 26              | 12              |
| Art museums   | 24         | 29             | 23         | 27              | 16              |
| Amusement parks or carnivals                        | 21         | 21             | 31         | 22              | 10              |
| Indoor water parks                                  | 18         | 18             | 27         | 18              | 7               |
| Indian areas  | 18         | 21             | 21         | 21              | 9               |
| Outdoor water parks                                 | 17         | 18             | 23         | 19              | 7               |
| Other attraction                                    | 26         | 25             | 23         | 33              | 22              |
| <u>Shopping (checked one or more below)</u>         | <u>65%</u> | <u>56%</u>     | <u>82%</u> | <u>58%</u>      | <u>65%</u>      |
| General or mall shopping                            | 38         | 33             | 55         | 35              | 29              |
| For gifts or souvenirs                              | 37         | 37             | 41         | 29              | 43              |
| Arts, crafts, or antiques                           | 27         | 20             | 23         | 35              | 32              |
| Outlet shopping                                     | 24         | 27             | 38         | 19              | 11              |
| At the Mall of America                              | 22         | 32             | 26         | 19              | 7               |
| <u>Participating In (checked one or more below)</u> | <u>55%</u> | <u>31%</u>     | <u>69%</u> | <u>47%</u>      | <u>77%</u>      |
| Pool swimming                                       | 15         | 8              | 36         | 9               | 9               |
| Hiking  | 15         | 7              | 5          | 9               | 48              |
| Fishing   | 9          | 2              | 19         | 2               | 13              |
| Wildlife viewing or bird watching                   | 8          | 1              | 8          | 8               | 15              |
| Golfing   | 6          | 1              | 16         | 5               | *               |
| Hunting   | 5          | 1              | 7          | 5               | 9               |
| Biking  | 4          | *              | 6          | 2               | 9               |
| Off-road ATV driving                                | 3          | *              | 5          | 4               | *               |
| Lake or river swimming                              | 2          | 1              | 4          | 2               | 1               |
| Motor boating/water skiing                          | 2          | 1              | 4          | *               | 2               |
| Canoeing  | 1          | *              | 3          | 1               | 1               |
| Jet skiing  | 1          | *              | 4          | *               | *               |
| Downhill skiing/snowboarding                        | 1          | *              | 1          | *               | 1               |
| Cross-country skiing                                | *          | *              | *          | *               | 1               |
| Snowmobiling  | *          | *              | 1          | *               | *               |
| Other Activity                                      | 20         | 19             | 8          | 23              | 30              |

**Table B.2 (con't):**  
**Travel Party and Trip Profile – Fall 2007**

| State Total                                  |            | Region         |            |            |            |
|--|------------|----------------|------------|------------|------------|
|  | Fall 2007  | North-central/ |            |            |            |
| Base:  | 396        | Metro          | West       | Southern   | Northeast  |
|  |            | 102            | 99         | 113        | 82         |
| <u>Attending (checked one or more below)</u> | <u>48%</u> | <u>65%</u>     | <u>33%</u> | <u>55%</u> | <u>34%</u> |
| Fairs or festivals                           | 11         | 5              | 6          | 21         | 9          |
| Popular music concerts or shows              | 7          | 21             | 6          | *          | 1          |
| Amateur sporting events                      | 7          | 5              | 3          | 3          | 22         |
| Theater performances                         | 4          | 10             | *          | 5          | 1          |
| Professional sporting events                 | 2          | 5              | 1          | 1          | *          |
| Classical music concerts                     | 1          | 5              | *          | *          | *          |
| Other events                                 | 22         | 26             | 21         | 34         | 1          |

**Table B.3:**  
**Travel Planning Sources – Fall 2007 Only**

|                              | State Total |           | Region |                        |          |           |
|------------------------------|-------------|-----------|--------|------------------------|----------|-----------|
|                              | Base:       | Fall 2007 | Metro  | North-central/<br>West | Southern | Northeast |
|                              |             | 396       | 102    | 99                     | 113      | 82        |
| Friends/relatives/co-workers |             | 55%       | 39%    | 77%                    | 53%      | 51%       |
| Internet                     |             | 41        | 66     | 20                     | 34       | 45        |
| Brochure/travel guide        |             | 9         | 5      | 16                     | 6        | 9         |
| Newspaper/magazine           |             | 4         | 5      | 1                      | 6        | 2         |
| TV/radio                     |             | 3         | 4      | 6                      | 3        | *         |
| Local tourism bureau         |             | 2         | *      | 1                      | 4        | 1         |
| Visitor/welcome center       |             | 2         | *      | 5                      | 2        | *         |
| Airline/travel agency        |             | 1         | 1      | 1                      | *        | 2         |
| State Travel Office          |             | 1         | 1      | 1                      | 1        | 1         |
| Other                        |             | 16        | 16     | 5                      | 19       | 26        |

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Note:** This question was not included in the 2005-06 study.

**APPENDIX C:****MINNESOTA'S TOURISM REGIONS**

## APPENDIX D:

### COUNTIES WITHIN MINNESOTA'S TOURISM REGIONS

| <u>Twin Cities Metro</u> | <u>Northeast</u> | <u>Northcentral/West</u> | <u>Southern</u> |
|--------------------------|------------------|--------------------------|-----------------|
| Anoka                    | Aitkin           | Becker                   | Big Stone       |
| Carver                   | Carlton          | Beltrami                 | Blue Earth      |
| Chisago                  | Cook             | Benton                   | Brown           |
| Dakota                   | Isanti           | Cass                     | Chippewa        |
| Hennepin                 | Itasca           | Clay                     | Cottonwood      |
| Ramsey                   | Kanabec          | Clearwater               | Dodge           |
| Scott                    | Koochiching      | Crow Wing                | Faribault       |
| Washington               | Lake             | Douglas                  | Fillmore        |
| Wright                   | Pine             | Grant                    | Freeborn        |
|                          | St. Louis        | Hubbard                  | Goodhue         |
|                          |                  | Kittson                  | Houston         |
|                          |                  | Lake of Woods            | Jackson         |
|                          |                  | Mahnomen                 | Kandiyohi       |
|                          |                  | Marshall                 | Lac qui Parle   |
|                          |                  | Mille Lacs               | Le Sueur        |
|                          |                  | Morrison                 | Lincoln         |
|                          |                  | Norman                   | Lyon            |
|                          |                  | Otter Tail               | McLeod          |
|                          |                  | Pennington               | Martin          |
|                          |                  | Polk                     | Meeker          |
|                          |                  | Pope                     | Mower           |
|                          |                  | Red Lake                 | Murray          |
|                          |                  | Roseau                   | Nicollet        |
|                          |                  | Sherburne                | Nobles          |
|                          |                  | Stearns                  | Olmsted         |
|                          |                  | Stevens                  | Pipestone       |
|                          |                  | Todd                     | Redwood         |
|                          |                  | Wadena                   | Renville        |
|                          |                  | Wilkin                   | Rice            |
|                          |                  |                          | Rock            |
|                          |                  |                          | Sibley          |
|                          |                  |                          | Steele          |
|                          |                  |                          | Swift           |
|                          |                  |                          | Traverse        |
|                          |                  |                          | Wabasha         |
|                          |                  |                          | Waseca          |
|                          |                  |                          | Watsonwan       |
|                          |                  |                          | Winona          |
|                          |                  |                          | Yellow Medicine |

## **APPENDIX E:**

### **QUESTIONNAIRE**

The following section includes a copy of the self-administered questionnaire used to collect data for the 2007-08 Traveler Profile Study.



DPA Use Only

Dear Traveler:

Your visit to our area is very important to us. Please take a few moments to answer the following questions and return this questionnaire to the person who gave it to you. Your responses are very important. Please make your marks **INSIDE** the boxes or circles. Thank you very much.

1. What is your reason or reasons for visiting this area? *(Please mark all that apply.)*

- ☐ 1. Vacation/short pleasure trip      ☐ 3. Convention/conference  
☐ 2. Personal (wedding, funeral, medical, etc.)      ☐ 4. Business/work

2. What source(s) of information did you use in planning your trip? *(Please mark all that apply.)*

- ☐ 1. Internet      ☐ 4. Brochure/travel guide      ☐ 7. Friends/relatives/co-workers      ☐ 10. Other (specify): \_\_\_\_\_  
☐ 2. Newspaper/magazine      ☐ 5. TV/radio      ☐ 8. Local tourism bureau  
☐ 3. State Travel Office      ☐ 6. Airline/travel agency      ☐ 9. Visitor/welcome center

3. **While on this trip**, which of the following activities will members of your travel party participate in? *(Please mark all that apply.)*

**General:**

- ☐ 1. Casino gaming  
☐ 2. Dining out  
☐ 3. Driving on designated scenic byways  
☐ 4. Nightlife/evening entertainment  
☐ 5. Sightseeing/driving for pleasure  
☐ 6. Taking in city sites  
☐ 7. Viewing fall colors

**Attending:**

- ☐ 8. Classical music concerts  
☐ 9. Fairs or festivals  
☐ 10. Popular music concerts/shows  
☐ 11. Professional sporting events  
☐ 12. Amateur sporting events  
☐ 13. Theater performances  
☐ 14. Other events

**Participating in:**

- ☐ 15. Biking  
☐ 16. Canoeing  
☐ 17. Golfing  
☐ 18. Fishing  
☐ 19. Hiking  
☐ 20. Motor boating/water skiing  
☐ 21. Off-road ATV driving  
☐ 22. Pool swimming  
☐ 23. Lake/river swimming  
☐ 24. Jet skiing  
☐ 25. Wildlife viewing/bird watching  
☐ 26. Hunting  
☐ 27. Cross-country skiing  
☐ 28. Downhill skiing/snowboarding  
☐ 29. Ice fishing  
☐ 30. Snowmobiling  
☐ 31. Other activity

**Visiting:**

- ☐ 32. Amusement parks/carnivals  
☐ 33. Art museums  
☐ 34. Other museums  
☐ 35. Friends or relatives  
☐ 36. Historic sites  
☐ 37. Indian areas  
☐ 38. Indoor water parks  
☐ 39. Outdoor water parks  
☐ 40. State/national parks  
☐ 41. Other attraction

**Shopping:**

- ☐ 42. For gifts or souvenirs  
☐ 43. Outlet shopping  
☐ 44. Arts, crafts, antiques  
☐ 45. At the Mall of America  
☐ 46. General/mall shopping

4. How many nights **in total** do you intend to stay in either this town or city or the immediate surrounding area on this trip? *(Please write in the boxes provided.)*

# of Nights in total:

5. How many nights have you already spent in this area on this trip? *(Please write in the boxes provided.)*

# of Nights already spent:

6. Are you staying overnight (either last night or tonight)...

**In paid accommodations:**

- ☐ 1. At a hotel/motel/historic inn  
☐ 2. At a Bed and Breakfast  
☐ 3. At a vacation home/condo/cabin/houseboat you rented  
☐ 4. At a resort (cabin/other indoor unit)  
☐ 5. In an RV at a campground  
☐ 6. In a tent at a campground

**In accommodations with no charge:**

- ☐ 7. At the home of family or friend  
☐ 8. At vacation home/condo/cabin/houseboat of a family or friend  
☐ 9. At your vacation home/condo/cabin/houseboat  
☐ 10. At a campground with no fee

7. Not including this trip, how many times in the last 5 years have you taken a pleasure trip in Minnesota?

☐ None ☐ 1 ☐ 2 to 4 ☐ 5 to 10 ☐ More than 10

8. Including yourself, how many people are in your immediate travel party? (Please do **not** include your entire group if traveling on an escorted group tour, on business, or attending a convention/conference.)

# in Immediate Travel Party:

9. How many of those people are...

Younger than 6 yrs old

6-11 yrs old

12-17 yrs old

Adults

10. Please tell us the amount **you and your immediate travel party** spent during **the past 24 hours in this area** in each of the following categories listed below. A few examples for each category are provided. If you have just arrived in this area, please estimate your expenses for the next 24 hours.

Spending Category

Amount Spent

a. Lodging and Camping Accommodations

(Fee FOR ONE NIGHT)

If you have not paid yet, estimate one night's cost. ....

\$

b. Food and Beverages

(meals, snacks, groceries, beer/wine/liquor "by the drink") .....

\$

c. Liquor Purchases

(beer/wine/liquor "by the bottle") .....

\$

d. Sport Fees

(outfitters, guides, gear rentals, greens fees, lift tickets) .....

\$

e. Events Admissions

(sporting events, popular concerts, festivals) .....

\$

f. Cultural Performance Admissions

(tickets for theater, opera, classical concerts, dance) .....

\$

g. Other Evening Entertainment

(movies, clubs, lounges, etc.) .....

\$

h. Historic/Cultural Site Admissions

(historic homes, sites, museums, exhibitions) .....

\$

i. Other Sightseeing/Attractions

(tours, admissions) .....

\$

j. Shopping - Tourist

(gifts, souvenirs, antiques, arts and crafts) .....

\$

k. Shopping - General

(clothing, personal or household items) .....

\$

l. Ground Transportation

(gasoline, parking, local bus, taxi, car rentals) .....

\$

m. Lottery Tickets

(scratch-off tickets, Powerball, etc.) .....

\$

n. Gaming

(gambling and legal betting activity) .....

\$

o. Licenses/Registrations/Permits

(fishing, hunting, ATV, snowmobile, trail pass) .....

\$

p. All other, please explain:

\$

Now, a few questions for classification purposes only:

11. What is your age, please?

12. What is your total annual household income before taxes?

☐ 1 Less than \$25,000

☐ 3 \$35,000 - \$49,999

☐ 5 \$75,000 - \$99,999

☐ 7 \$125,000 - \$149,999

☐ 2 \$25,000 - \$34,999

☐ 4 \$50,000 - \$74,999

☐ 6 \$100,000 - \$124,999

☐ 8 \$150,000 or more

13. Are you: ☐ 1 Male

☐ 2 Female

14. Are you: (Please mark all that apply.)

☐ 1 American Indian

☐ 2 Asian

☐ 3 Black

☐ 4 Hispanic

☐ 5 White

☐ 6 Other

15. Are you currently a resident of:

☐ 1 United States

☐ 2 Canada

☐ 3 Another country

Current Home Zip Code:

For validation purposes only, we will randomly contact participants to verify their answers. Results will not identify you with your answers and all answers will be reported in total. Your personal information will never be sold or used for marketing. Please provide us with the following information.

Name: \_\_\_\_\_ Phone Number: ( ) \_\_\_\_\_